

# Mango Jam



## H O N O L U L U

**MANGO JAM HONOLULU 2020**

Frank F. Fasi Civic Grounds  
Fri. July 17 4:30pm-9:00pm  
Sat. July 18 10:00am-9:00pm

# MANGO JAM AT A GLANCE . . .

## FREE Community Event

- Estimated 25,000 attendees (2019) and growing every year
- FREE & Open to the public

## Award Winning Entertainment

- FREE 2-day Concert: Kapena, Ten Feet, Kalapana, Hōkū Zuttermeister, THE GREEN and more!

## Economic Development of Local Businesses

- Over 40 Vendors each year and growing (food, crafts, market, etc.)
- Showcasing products and services from Hawai'i

You won't want to miss out on this fantastic summer opportunity of FREE family fun! Mango Jam Honolulu offers residents and visitors "A Taste of Island Culture," showcasing a diverse mix of live entertainment, food and craft booths, FREE cultural activities, a beer garden, and a farmer's market highlighting one of O'ahu's most beloved fruit and showcasing our local agriculture, local chefs, and locally made goodies. Located in the backyard of Honolulu Hale, Mango Jam Honolulu features some of the best artists and vendors that O'ahu has to offer.



# MANGO JAM HONOLULU SPONSORSHIP OPTIONS

EXCLUSIVE SPONSORSHIPS – open only to ONE Sponsor each

Mango Jam Honolulu Title Sponsor - \$50,000

- Category Exclusivity

Mango Mahalo Concert Sponsor - \$40,000

Mango Stage Sponsor - \$30,000

Mango Market Sponsor - \$15,000

Mango BBQ Cook Off Sponsor - \$10,000

Mango Recipe Contest Sponsor - \$10,000

Mango Makeke Sponsor - \$10,000

Mango Lounge Sponsor - \$10,000

Mango Activities Sponsor - \$10,000

OPEN SPONSORSHIPS – open to multiple Sponsors

Gold Sponsor - \$5,000

Silver Sponsor - \$2,500





# MANGO JAM HONOLULU TITLE SPONSOR

MANGO JAM HONOLULU  
Brought to you with Aloha by  
"YOUR COMPANY"



# MANGO JAM HONOLULU - \$50,000

Mango Jam Honolulu Brought to you with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor (category exclusivity)
- Largest Logo with prime placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Exclusive sponsor logo on Mango Jam Fans (over 5,000 printed)
- Mahalo Mentions during ALL breaks from the main stage throughout the event (additional mentions during Mango Mahalo Concert)
- May have (1) Representative from your organization speak on stage (scheduled during entertainment break)
  - Available on main stage anytime during the event or during the Mango Mahalo Concert
- (10) VIP All Access lanyards for entrance to VIP/Entertainment tent (includes pupus/refreshments all day)
  - Available all hours of Mango Jam Honolulu event
- (10) VIP parking passes
  - Available all hours of Mango Jam Honolulu event
- Exclusive logo placement on all t-shirt giveaways to be handed out from the stage with sponsor mentions at every giveaway
  - Approximately 15 opportunities throughout 2-day event between entertainment sets, etc.
  - 100+ t-shirts to be given away (t-shirts will NOT be sold)
- Featured sponsor on radio announcements/promotional ads
  - Opportunity to be featured (with representative of your company) during Mango Jam Honolulu KZOO Radio show
- (1) 10x20 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 2 tables, 4 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
  - Tagged in ALL Social Media Posts (Facebook & Instagram)
- Exclusive Sponsorship acknowledgment on “Home” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)



# MANGO MAHALO CONCERT

MANGO MAHALO CONCERT  
Presented with Aloha by  
"YOUR COMPANY"



# MANGO MAHALO CONCERT - \$40,000

Mango Mahalo Concert Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Prime Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Logo placement on all entertainment line up posters (posted on stage)
- Exclusive Logo placement on Mango Mahalo Concert Bus Cards (entire bus fleet for one month)
- Minimum (5) Mahalo mentions during the Mango Mahalo Concert
  - Additional mentions from main stage during event
- May have (1) Representative from your organization speak on stage during Mango Mahalo Concert (scheduled during entertainment break)
- (10) VIP All Access lanyards for entrance to VIP/Entertainment tent for Mango Mahalo Concert (includes pupu/refreshments)
  - Available all hours of Mango Mahalo Concert
- (5) VIP parking passes
  - Available all hours of Mango Jam Honolulu event
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Mahalo Concert” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO STAGE

MANGO STAGE  
Presented with Aloha by  
"YOUR COMPANY"



# MANGO STAGE- \$30,000

Mango Stage Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Prime Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Logo placement on all entertainment line up posters (posted on stage)
- Minimum (20) Mahalo mentions from the main stage throughout the event
- May have (1) Representative from your organization speak on main stage (scheduled during entertainment break)
- (10) VIP All Access lanyards for entrance to VIP/Entertainment tent (includes pupu/refreshment all day)
  - Available all hours of Mango Jam Honolulu event
- (5) VIP parking passes
  - Available all hours of Mango Jam Honolulu event
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Stage” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO MARKET

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Sponsored with Aloha by  
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# MANGO MARKET- \$15,000

Mango Market Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- *\*\*This sponsorship will ensure that local farmers are included in the Mango Market FREE of charge – they will not be charged vendor fees to sell their locally grown produce at Mango Jam Honolulu.*
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Custom printed Mango Market posters with your company’s logo to promote Mango Market
- Exclusive logo placement on all reusable shopping bags to be handed out from the stage with sponsor mentions at every giveaway
  - Approximately 15 opportunities throughout 2-day event between entertainment sets, etc.
  - Approximately 500 reusable shopping totes handed out (estimated from 2019 giveaway statistics)
- Minimum (5) Mahalo mentions from the main stage throughout the event
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Market” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO BBQ COOK OFF

MANGO BBQ COOK OFF  
Sponsored with Aloha by  
"YOUR COMPANY"

# MANGO BBQ COOK OFF - \$10,000

Mango BBQ Cook Off Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- May have (1) representative from your organization as Guest Judge for the Mango BBQ Cook Off (will be one of four judges amongst local celebrity chefs and food industry professionals)
  - Saturday, July 18, 2020 from 10:00am – 12:00pm
  - Judging criteria and recipes will be provided to you that morning. VIP Parking Pass will be sent upon receipt of judge’s name and contact information.
  - Judge will be asked to taste ALL plated dishes presented by both Mango BBQ Cook Off teams
- Minimum (5) Mahalo mentions from the main stage during the Mango BBQ Cook Off
- May have representative from your organization present check and award to Mango Master on the main stage
  - Saturday, July 18, 2020 at 11:30pm and includes photos with recipe contest winners, local celebrity judges, etc.
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango BBQ Cook Off” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO RECIPE CONTEST

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"YOUR COMPANY"



# MANGO RECIPE CONTEST- \$10,000

Mango Recipe Contest Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- May have (1) representative from your organization as Guest Judge for the Mango Recipe Contest (will be one of four judges amongst local celebrity chefs and food industry professionals)
  - Saturday, July 18, 2020 from 12:00pm – 1:00pm
  - Judging criteria and recipes will be provided to you that morning. VIP Parking Pass will be sent upon receipt of judge’s name and contact information.
  - Judge will be asked to taste ALL samples from Mango Recipe Contest entrants
- Minimum (5) Mahalo mentions from the main stage during the Mango Recipe Contest
- May have representative from your organization present checks and awards to Mango Recipe Contest winners (4 winners) on the main stage
  - Saturday, July 18, 2020 at 12:30pm and includes photos with recipe contest winners, local celebrity judges, etc.
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Recipe Contest” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO MAKEKE

MANGO MAKEKE

Sponsored with Aloha by  
"YOUR COMPANY"



# MANGO MAKEKE- \$10,000

Mango Makeke Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Custom printed Mango Makeke posters with your company’s logo to promote Mango Makeke
- Exclusive 20X20 Tent in Mango Makeke at Mango Jam Honolulu (MJH to provide tent, 4 tables, 10 chairs, café lighting, electrical outlets – as needed)
  - Your organization, your clients, your partners, etc. this EXCLUSIVE 20x20 tent is for you to utilize in any way that you want
  - Your sponsor tent is the only sponsor tent allowed to sell products or services
- Minimum (5) Mahalo mentions from the main stage throughout the event
- Featured sponsor on radio announcements/promotional ads
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Makeke” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
  - Additional mentions of all included organizations/partners/clients/etc. who will be included in your exclusive tent
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO LOUNGE

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Sponsored with Aloha by  
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# MANGO LOUNGE - \$10,000

Mango Lounge Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
  - Alcohol sale is ONLY allowed in the Mango Lounge – no other vendors allowed to sell alcohol
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Custom printed Mango Lounge posters with your company’s logo to promote Mango Lounge
- Exclusive logo placement on all wristbands required for entrance into the Mango Lounge
  - MJH to provide wristbands to lounge vendor
- Minimum (5) Mahalo mentions from the main stage throughout the event
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Prime placement of booth)
  - Sale of products or services is prohibited in Sponsor Hale
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship acknowledgment on “Mango Lounge” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)





# MANGO ACTIVITIES

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# MANGO ACTIVITIES - \$10,000

Mango Activities Presented with Aloha by “YOUR COMPANY”

- Exclusive Sponsorship – open to only ONE sponsor
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Custom printed Mango Activities posters with your company’s logo to promote the Mango Activity tent
- May have opportunity to create, operate, and manage up to (2) keiki activities of your choice with promotional opportunities for your company’s mission, etc.
  - Available on both days of Mango Jam Honolulu event
  - MJH will work with partners to contract two days of activities in the Mango Activity tent that are FREE to the public
- Minimum (5) Mahalo mentions from the main stage throughout the event
- Featured sponsor on radio announcements/promotional ads
- (1) 10x10 Booth in exclusive “Sponsor Hale” or inside Mango Activity tent (your choice of location) at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth; Exclusive sponsor booth placement in Mango Activity tent if you choose)
  - Sale of products or services is prohibited in Sponsor Hale & Mango Activity tent
- (2) Custom Social Media Posts (Facebook)
- Exclusive Sponsorship announcement on “Mango Activities” page on [www.mangojamhonolulu.com](http://www.mangojamhonolulu.com)
  - Logo and all mentions linked to your company’s website
- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on all announcement posters and entertainment line up posters (posted throughout event)

# OTHER SPONSORSHIP LEVELS

## GOLD - \$5,000

- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- Minimum (2) Mahalo mentions from the main stage (one on each day)
- (1) Custom social media post (Facebook)
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth)

## SILVER - \$2,500

- Logo placement on all promotional and advertising materials (digital and print)
- Logo placement on “Mango Mahalo” banner (hung from stage, VIP tent, Mango Lounge, etc.)
- (1) 10x10 Booth in exclusive “Sponsor Hale” at Mango Jam Honolulu (MJH to provide tent, 1 table, 2 chairs, tent lighting and one electrical outlet per booth)



# PROMOTION & OUTREACH . . .

## HONOLULU Magazine & HONOLULU Family Magazine

- Full page in July HONOLULU Magazine issue & Full page in Summer HONOLULU Family issue
- Four Digital Newsletters (118,974 impressions), Online Ads, Digital Live Remove w/Social Media Posting

## Bus Card Ads – Full Fleet insertion for one month before event

## Spectrum TV Ads

- Ads run two weeks leading up to the event

## Radio Spots (2019)

- Live promo spots on Summit Media Stations: Hawaiian 105, FM100, Krater 96, Power 104.3 during week of MJH
- 0:30s promo spots on all Summit Media Stations during month of July
- Other promotional opportunities with Hawaiian 105 & Kolohe Krew (prize giveaways, Daddy's Day Show giveaway, etc. - 2019)
- Dedicated KZOO show (60min segment)

## Other Print Ads

- Star Advertiser front page ears for full week before MJH
- Feature in Star Advertiser, Lighthouse Magazine and a multitude of other online/print event calendars

## Social Media Boosted Posts

- Facebook & Instagram boosted posts during the month of July with thousands engaged



# PROMOTIONS . . .

## Mango Jam HONOLULU

A taste of island culture...

Frank F. Fasi Civic Center at Honolulu Hale

**FREE ADMISSION & PARKING**

(Parking available at the Frank F. Fasi Civic Center Lot and the Kalanimoku Building Lot)

**FRI., JUNE 29, 4:30 p.m. - 9 p.m.** **SAT., JUNE 30, 10 a.m. - 9 p.m.**



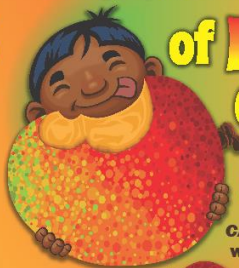
Josh Tatofi

Live entertainment with local celebrity musicians



Kapena Kids

## The Ono Mouthful of Mango Contest!



Bring your most-ono MANGO DISH and compete for CASH PRIZES! Visit our website for more info!



## Mango Lounge

Pop-up bar with mango-inspired drinks



Farmers' market & arts & crafts booths

## Mango Market

Food booths with mango inspired dishes & beverages

www.mangojamhonolulu.com  
facebook.com/mangojamhonolulu  
#mangojamhnl #mangojam2018

## Mango Jam HONOLULU

A taste of island culture...  
Live entertainment with local celebrity musicians

**FRI., JUNE 29 4:30 p.m. - 9 p.m.**  
**SAT., JUNE 30 10 a.m. - 9 p.m.**

Frank F. Fasi Civic Center at Honolulu Hale

**FREE ADMISSION & PARKING**  
Fun for the whole family!



Josh Tatofi

## Mango Lounge



Pop-up Bar  
Featuring mango-inspired drinks

## Mango Market

Farmers' market & arts & crafts booths

## Mango Café

Food booths with mango-inspired dishes & beverages



## 第4回マンゴージャム ホノルル開催 6月29日(金)4:30pm~9pm、6月30日(土)10:00am~9pm

Q イベントでは、マンゴのどんな料理が楽しめますか?  
A フードブースだけでなくクラフトも食えて約40のベンダーが参加します。食べ物では、フィリピンのベンダーが提供するマンゴーチキンが毎年、大人気です。  
他にも  
・マンゴークナチス  
・マンゴBBQ  
・マンゴジュレとカキ氷  
・マンゴチーズケーキ  
・マンゴバーガー  
・マンゴもちとチキン  
・ステーキとシュリンプ  
・スモークポークベリwマンゴサルサ など  
このフェスティバルでしか食べられないスペシャルフードが、テイスト・オブイベントでは、マンゴのどんな料理が楽しめますか?  
Q お酒なども楽しめますか?  
A ドリンク類はJamba Juiceのスムージーの他、マンゴビールやマンゴワイン、マンゴマルガリータもご用意。Tiki's Grill and Bar協賛の落ち着いて飲めるマンゴバー(ラウンジ)も併設しているので、満天の星空の下、大人もゆっくりハワイの夜を楽しめます。  
Q 入場料が無料って本当ですか?  
A 会場のFrank F. Fasi Civic Centerへの入場は無料です。食べたり、飲んだり、お買い物をするれば別途お金はかかります。ハワイアンミュージックのコンサート観覧や優勝すれば250ドルの賞金ももらえます。  
Q 有名人のシェフが参加するコンテストもあると聞きましたが?  
A 土曜日の午前10時から、ハワイを代表するD.K. Kodamaグループのレストランから2名のシェフが「MANGO BBQ COOK OFF」と称したコンテストで競い合います。カテゴリーは「savory」と「sweet」の2種類。審査員は MW Restaurantのシェフや著名なフードライター。ローカルマンゴを使った彼らの料理は、約100皿のサンプルとして用意される予定です。どちらが勝つか実際に自分でテイティングしながら楽しめます。  
Q 今年、見どころのエンターテインメントはありますか?  
A 日本でも圧倒的な人気を誇る「カラババ」による土曜夜8時の無料パフォーマンスは、毎年、観客の注目を集めています。また、ハワイアンミュージックのコンサート観覧や優勝すれば250ドルの賞金ももらえます。





# SOCIAL MEDIA POSTS . . .

**Mango Jam HONOLULU**  
A taste of island culture...

**Mango Market**

Farmers' market & arts & crafts booth

FRI, JULY 14, 4:30 - 10 pm SAT, JULY 15, 10 am - 10 pm

**Mango Jam HONOLULU**  
A taste of island culture...

**FRIDAY, JUNE 28, 2019**  
4:30PM - 9:00PM

**SATURDAY, JUNE 29, 2019**  
10:00AM - 9:00PM




**BE A VENDOR!!!!**

FOR MORE INFO GO TO  
[WWW.MANGOJAMHONOLULU.COM](http://WWW.MANGOJAMHONOLULU.COM)  
#MANGOJAMHNL #MJH2019 @HONOLULUMOCA


**Mango Jam HONOLULU**  
A taste of island culture...

**Mango Stage**



Featuring on  
**FRI, JULY 14**

~ Kaumakaiwa  
Kanaka'ole  
w/ Shawn Pimental  
~ Weldon Kekauoha  
~ Kapena Kids







**Misty Kela'i**

Executive Director

Mayor's Office of Culture and the Arts

[mkelai1@honolulu.gov](mailto:mkelai1@honolulu.gov)

808-768-6622



**Kanoe Takitani-Puahi**

Event Coordinator

Mayor's Office of Culture and the Arts

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808-768-5288

For more information or to solidify your sponsorship, please contact the Mayor's Office of Culture and the Arts.